

reSTORE DC

Commercial District Technical Assistance Program

Notice of Funding Availability

March 12, 2004

Consistent with activities authorized by the Community Development Act of 1975 (D.C. Code Section 6-1006.) and pursuant to Mayor's Order 99-62 (issued April 9, 1999), the Deputy Mayor for Planning and Economic Development announces a Commercial District Technical Assistance Program (CD-TAP) and issues this Notice of Funding Availability ("NOFA").

PROGRAM DESCRIPTION

The Commercial District Technical Assistance Program (CD-TAP) provides specific, discrete technical assistance and funding for projects and activities that help to revitalize neighborhood business districts. Sample projects or activities that CD-TAP could fund include, but are not limited to, the following:

- Organizing for commercial revitalization
- Financial planning
- Recruiting volunteers
- Event development and production
- Marketing, promotion and merchandising strategies and products
- Market analysis
- Design guidelines
- Business mix
- Streetscape design
- Design charettes
- Project planning
- Mixed use development strategies
- "Clean and Safe" campaigns, services and products
- Business development assistance
- Architectural assistance
- Community initiated development training
- Strategic planning
- Establishing a Business Improvement District
- Parking and traffic analysis and management
- Evaluation and assessment

Consulting services can be provided by numerous and varied local, regional, or national specialists. If a CD-TAP applicant's request for assistance can be met by an existing technical resource offered by the District, the applicant may be referred to that agency. Alternatively, an applicant may contract with an independent contractor. Once the CD-TAP

award is made, technical assistance should be delivered within 60 to 90 days, with a project report completed by the recipient within 6 months thereafter.

Program Administration

The program will be administered by the Office of the Deputy Mayor for Planning and Economic Development.

Funding

\$400,000 in matching CD-TAP funds will be available in FY2004. Awards will range from a minimum of \$500 to a maximum of \$25,000. Small requests are especially encouraged. Awards will be made according to the following four categories of technical assistance, with some examples of eligible activities or projects.

- **ORGANIZATION:** Incorporation, Drafting By-Laws, Volunteer Recruitment, Staffing Plans, Capacity Building, Funding Plan Development, Community Outreach and Input, Forming Neighborhood BIDs
- **ECONOMIC RESTRUCTURING:** Market/Feasibility Studies, Developing a Marketing Plan, Project Planning, Property Development Studies, Retail Enhancement
- **DESIGN:** Urban Design, Architectural Assistance, Signs, Safety and Security
- **PROMOTION:** Advertising, Special Events, Retail Merchandising, Merchant Directory

Funding Match Requirements

Applicants will be required to match every \$2 of CD-TAP funding with \$1 toward the project cost. No match is required for the award of technical assistance chosen from the list of organizational development consulting services (see attachment). Eligible match sources include private and non-District public funds (e.g., federal). In-kind contributions are not an eligible match.

Eligible Applicants

Any non-profit organization, *excluding* designated DC Main Streets districts, operating in the District of Columbia whose goals include the economic revitalization of neighborhood business district(s) may apply to CD-TAP. No single organization will be awarded more than \$50,000 per fiscal year and each neighborhood business district is limited to \$50,000 in aggregate annual funding from the CD-TAP program. A non-profit corporation may submit an application on behalf of an unincorporated group and serve as the fiduciary agent for the group. However, in this instance, the applicant must clearly outline project responsibilities; the applicant will be held accountable for achieving

project outcomes. Unincorporated groups are still eligible to receive technical assistance in the form of advisory services, training, and workshops, but not in the form of a direct cash grant. An example of an unincorporated group receiving technical assistance is “how to get organized and incorporate.”

Organizations with projects or activities in areas eligible to receive federal Community Development Block Grant funding are encouraged to consult the District’s Department of Housing and Community Development (Neighborhood Development Assistance Program).

Ineligible Applicants

Designated local programs of DC Main Streets are ineligible for CD-TAP, although applications from other organizations are encouraged if proposing a project or activity that is supported by a designated local Main Street program. Individual businesses are also ineligible for CD-TAP.

Application Procedures

Applicant organizations are encouraged to submit applications for CD-TAP throughout the NOFA period.. Applications should be mailed or delivered any time to *reSTORE* DC, 1350 Pennsylvania Avenue, NW, Suite 317, Washington, DC, 20009. Applicants are required to complete a standard grant application developed by the Washington Regional Association of Grantmakers. For more information, and to download the application guidelines, please refer to:

http://www.washingtongrantmakers.org/WG/GM_Resources/Format/Format_Index.asp.

Applicant organizations should be certain to identify the following:

1. Needs to be addressed;
2. Amount of funding requested;
3. Service provider (if identified);
4. Type and scope of services to be funded (including consultant proposal);
5. Description of any previous attempts to address the need (including working with other D.C. agencies);
6. Expected benefit of the consulting assistance, including objectives of the service to be provided;
7. Description of strategy to implement the resulting plan or recommendations;
8. Program budget;
9. Proof of non-profit status;
10. IRS Form W9 (Request for Taxpayer Identification Number);
11. Letters of Support;
12. Letter of Intent to comply with applicable District Laws including, but not limited to, First Source Hiring, LSDBE procurement, and Apprenticeship Program; and
13. Financial report of applicant organization.

14. Applications will be internally reviewed by reSTORE DC staff, and by also be reviewed by the Commercial Revitalization Task Force. The Task Force will be comprised of not fewer than 3 representatives from the following agencies and private programs:

Deputy Mayor for Planning and Economic Development
Department of Housing and Community Development
Office of Planning
District Department of Transportation
Department of Banking and Financial Institutions
D.C. Marketing Center
Georgia Avenue Business Resource Center
Clean City Program

Additional comments may be sought from staff of the Office of Planning (including neighborhood planners and/or the project manager for Revitalization Planning) and/or Neighborhood Service Coordinators in the Office of the City Administrator and Neighborhood Outreach Coordinators in the Mayor's Office of Public Advocate.

Evaluation Criteria

CD-TAP applications will be evaluated according to the following:

- Information provided in the application
- Financial need
- Economic conditions
- Likelihood of implementation following funding
- Benefit to the commercial district and neighborhood

Applications will be scored according to the evaluation criteria. Applications that receive the highest scores will be selected to receive funding. Funding awards may be conditional upon the applicant completing a task or action related to the project. For example, if the review committee determines that the scope of the project is too complex to be addressed as described in the application, funding could be awarded for a portion of the technical assistance. Or, if the request for funding is not supported by a key neighborhood stakeholder, the award could be conditional upon demonstration of support from that key individual or organization.

Disbursement of Funds

CD-TAP funds will be disbursed in one of three ways:

1. Grant funds will be awarded to the applicant non-profit organization, which will contract with a consultant for the approved project scope; or

2. DMPED will contract directly with a consultant for two thirds of the project fee and the applicant will contract with the consultant for one third of the project fee. A single Memorandum of Agreement (“MOA”) could serve as the contract.
3. DMPED will contract with the consultant for the entire project fee when the services delivered are part of the organizational development consulting services available from CD-TAP.

Procurement contracts of \$2,500 or less may be awarded without competitive bid; procurement contracts of between \$2,500 and \$15,000 may be awarded with minimum 3 verbal bids; procurement contracts of between \$15,000 and \$25,000 may be awarded with minimum 3 written bids.

Awards of \$10,000 or less may be made in one disbursement. Awards between \$10,000 and \$25,000 may be disbursed in multiple payments.

Reporting Requirements

The applicant organization will be held accountable for project implementation. Therefore, recipients will be required to document and report the demonstrated results of the consulting services. Reports must be delivered no more than six months after the date of delivery of the technical assistance. Grantees are subject to audit.

reSTORE DC

Commercial District Technical Assistance Program

Organizational Development Consulting Services Available Through CD-TAP

The National Main Street Center, in cooperation with the District of Columbia's *reSTORE* DC program, will provide a variety of organizational development consulting services under the District's Commercial District Technical Assistance program (CD-TAP). As organizations apply for CD-TAP funds to organize for commercial revitalization, the National Main Street Center would provide them with the technical assistance necessary to achieve the following objectives:

- acquaint neighborhood organizations with the Main Street Four-Point Approach™;
- evaluate local organizational capacity to implement a revitalization program;
- provide specific advice and recommendations regarding organizational structure;
- assist with developing a broad base of volunteers;
- training in the Main Street Four Point Approach™; and
- identify sources of funding for revitalization and fund-raising methods.

The following services would assist non-Main Street neighborhood commercial districts with developing or increasing their organization's capacity to apply for DC Main Streets and to implement a successful Main Street program. These services would be delivered as directed by *reSTORE* DC staff.

Main Street Assessment

The NMSC will work with non-Main Street commercial districts to conduct a Main Street Assessment as directed by *reSTORE* DC staff. The objectives of the Main Street Assessment are as follows:

- To identify some of the commercial district's major problems, opportunities, and needs;
- To provide community members with information about the Main Street Four-Point Approach;
- To determine whether or not the Main Street Four-Point Approach is an appropriate strategy for the commercial district's revitalization; and
- To recommend a realistic, achievable course of commercial district revitalization action for the short term.

The Assessment is conducted by two members of the NMSC technical services staff and is available in a two-day and three-day format. Prior to the on-site portion of the service, staff conduct demographic and other research about the neighborhood.

While on site, staff tour the commercial district, hold meetings and interviews with a variety of public and private constituents, make an informational presentation about the Main Street Four-Point Approach, formulate recommendations, and make a verbal presentation of preliminary findings. Following the on-site portion of the service, the commercial district will receive either a detailed written report of findings or a follow-up on-site consultation related to the Assessment findings and recommendations. The Main Street Assessment is ideal for commercial districts and organizations that have some previous experience with commercial revitalization but are unfamiliar with the Main Street Four-Point Approach and/or are not implementing a comprehensive scope of revitalization activities.

“Organizing for Main Street” Consulting Package

This comprehensive scope of organizational development services will assist non-Main Street neighborhoods that want to prepare themselves to participate in DC Main Streets. The National Main Street Center proposes to deliver up to 100 hours of consultation to a neighborhood organization (whether structured as an incorporated entity or unincorporated group). The package of consulting services would include the following components.

- Initial Main Street presentation
- Consultation on appropriate organizational structure and identification of key constituents
- Board development consultation/training
- Committee development- training and/or consultation in establishing committees, recruiting volunteers, and defining roles/responsibilities
- Development of a realistic action plan for the organization to implement prior to application for DC Main Streets
- Identification of appropriate funding sources
- Telephone/on-site consultation to address questions and other organizational issues

This service is appropriate for neighborhoods with little or no previous commercial revitalization activity. Up to 100 hours per neighborhood are allocated for delivery of this package. Package components can be adjusted according to the needs and circumstances of recipient neighborhoods. As appropriate, written reports and documents will be delivered. The NMSC would negotiate with *reSTORE* DC staff to develop a final scope of work for each recipient.

Main Street 101 Training

The National Main Street Center will organize and present a two-day workshop that covers the fundamentals of the Main Street Four Point Approach™ as developed by the National Main Street Center. This highly interactive workshop will provide a one-half day of training on each of the following points: (1) Organization, (2) Design, (3) Promotions and (4) Economic Restructuring. It will provide the participants with guidance on roles and responsibilities, suggested projects, and “next steps.” This training can be delivered either to an individual non-Main Street neighborhood or to a

group of non-Main Street districts. Content is altered from the standard Main Street 101 to address the needs of this specific audience. Two NMSC staff will organize and present the seminar. The NMSC will provide copies of the required training materials for all participants.

Abbreviated On-Site Four Point Training

As an alternative to the two-day Main Street 101 training, the National Main Street Center will organize and present a two to three hour training programs on each of the Main Street's Four Points. Each of the four training modules will cover revitalization activities of that point, project ideas, and implementation strategies. This abbreviated training would be presented to non-Main Street commercial districts that desire a general introduction to the Main Street Four-Point Approach. Depending on the neighborhood's needs, the NMSC will deliver training on one or more of the Four Points. Training would be conducted by one member of the NMSC's professional staff; all training materials will be provided.

"Fund-Raising for Main Street" Seminar

The National Main Street Center will organize and present a one-day seminar on fund-raising for Main Street. Seminar content will include sources and uses of funds, methods for raising money, strategies for linking projects to income, project case studies, and hands-on "how-to" exercises. This seminar can be delivered to a single non-Main Street neighborhood or to a group of non-Main Street districts. Training would be conducted by one member of the NMSC's professional staff; all training materials will be provided.

Main Street Fund-Raising Consultation

The NMSC will organize and deliver a two-day on-site consulting service designed to develop a fund-raising plan for commercial revitalization projects in non-Main Street neighborhoods. This service is appropriate for organizations just beginning revitalization activities or those that have been previously active. The service will be provided by NMSC staff and a specialized consultant. Both will work with neighborhood representatives to identify funding needs and sources of funds, develop strategies for raising funds from those sources, and to train local representatives in fund-raising formats and methods. At the conclusion of the consultation, the neighborhood will receive a written report that documents findings and recommendations.

"Recruiting Volunteers to Main Street" Seminar

The National Main Street Center will organize and present a one-day seminar on how to recruit and retain volunteers for Main Street. Seminar content will include sources and uses of volunteers, methods for recruitment, training, and retention, strategies for matching projects to projects, "best practices" examples, and hands-on "how-to" exercises. This seminar can be delivered to a single non-Main Street neighborhood or to a group of non-Main Street districts. Training would be conducted by one member of the NMSC's professional staff; all training materials will be provided.

Main Street Volunteer Recruitment Consultation

The NMSC will organize and deliver a two-day on-site consulting service designed to develop a volunteer recruitment and retention plan for commercial district revitalization activities in non-Main Street neighborhoods. This service is appropriate for organizations just beginning revitalization activities or those that have been previously active. The service will be provided by two members of the NMSC professional staff. Both will work with neighborhood representatives to critique current volunteer development systems, and to identify volunteer needs, sources of individual and organizational volunteers, strategies for recruiting volunteers, and methods of training and rewarding volunteers. That information will be compiled into a written volunteer development plan for the organization/neighborhood.

Local Program Memberships

The National Main Street Center offers the National Main Street Network, a membership program that offers local Main Street programs a variety of benefits. Benefits include an annual subscription to *Main Street News*, access to the Members Only section of the NMSC website, discounts on publications and conferences, access to the Information Exchange (an on-demand research service), and access to the Main Street Network email list-serve. At the direction of *reSTORE* DC staff, the NMSC will provide neighborhood organizations or individuals with a one-year Network membership. Cost per membership is \$195 per year.